



WXYZ

# ORDER

Print Date 11/13/12

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Flight Dates **10/23/12-10/29/12**

Contract / Revision      **313660 /**

Original Date / Revision  
10/02/12    11/01/12

Advertiser **Protect Working Families**

Agency    **Hamburger Company**

Buying Contact

**5505 Connecticut Avenue NW - #21  
Washington, DC 20015**

Product

**Protect Working Families**

Agency Com    15%

Billing Contact

**5505 Connecticut Avenue NW - #21  
Washington, DC 20015**

Sales Office    EWSDC

Sales Region   NAT

Agency Ref    2

Order Sep      00:20:00

Estimate #      **1692**

Alt Order #

Billing Type    Cash

Order Type    GENERAL

Billing Cycle    EOM/EOC

Billing Calendar BROADCAST

Demographic   A25-54

Rev Codes      POL      POL      ISS

Product Codes PL

Priority          FX

Advertiser Ref

Primary Account Executive  
Dave Lombardo

Account Executive	Order%	Start Date	End Date
Dave Lombardo	100%		

Order Share %      Market Value

Competing Station	% of Order	Amount
CABLE	%	
UNKWN	100%	
WADL	%	
WDIV	%	
WDWB	%	
WJBK	%	
WKBD	%	
WLPC	%	
WPXD	%	
WTVS	%	
WWJ	%	

## Order Totals

## Billing Plan

Month	# of Spots	Net Amount	Gross Amount	Rating	Start Date	End Date	# Spots	Net Amount	Gross Amount
October 2012	25	\$21,866.25	\$25,725.00	0.00	10/01/12	10/28/12	25	\$21,866.25	\$25,725.00
November 2012	4	\$5,270.00	\$6,200.00	0.00	10/29/12	10/29/12	4	\$5,270.00	\$6,200.00
<b>Totals</b>	<b>29</b>	<b>\$27,136.25</b>	<b>\$31,925.00</b>	<b>0.00</b>					

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals	
														Spots	Amount
N 1	WXYZ	10/28/12	10/28/12	Action News SUN 8am Action News SUN 8am	CM	Sun 8-930am	-----S	:30	1	\$900.00	FX	0.00	NM	1	\$900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/23/12	10/29/12	-----S					1	\$900.00		0.00			
N 2	WXYZ	10/24/12	10/26/12	M-F 9a-10a M-F 9a-10a	CM	9-10am M-F	--1-1--	:30	2	\$1,000.00	FX	0.00	NM	2	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/23/12	10/29/12	--1-1--					2	\$1,000.00		0.00			
N 3	WXYZ	10/23/12	10/29/12	M-F 10a-11a M-F 10a-11a	CM	10-11am M-F	11111--	:30	5	\$800.00	P-2	0.00	NM	5	\$4,000.00

														Totals	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 3	WXYZ	10/23/12	10/29/12	M-F 10a-11a M-F 10a-11a	CM	10-11am M-F	11111--	:30	5	\$800.00	P-2	0.00	NM	5	\$4,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>							
Week:		10/23/12	10/29/12	11111--	5		\$800.00	0.00							
N 4	WXYZ	10/23/12	10/29/12	M-F 1p-2p The Chew	CM	1-2pm M-F	11111--	:30	5	\$800.00	P-3	0.00	NM	4	\$3,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>							
Week:		10/23/12	10/29/12	11111--	5		\$800.00	0.00							
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
5	WXYZ	10/23/12-10/29/12		M-F 1p-2p		1-2pm M-F	MTWThF----	:30		<del>(\$800.00)</del>		0.00	NM		
Credited															
N 5	WXYZ	10/23/12	10/29/12	M-F 2p-3p 2-3pm General Hospital	CM	2-3pm M-F	11111--	:30	5	\$800.00	P-3	0.00	NM	4	\$3,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>							
Week:		10/23/12	10/29/12	11111--	5		\$800.00	0.00							
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
5	WXYZ	10/23/12-10/29/12		M-F 2p-3p		2-3pm M-F	MTWThF----	:30		<del>(\$800.00)</del>		0.00	NM		
Credited															
N 6	WXYZ	10/23/12	10/29/12	M-F 3p-4p M-F 3p-4p	CM	3-4pm M-F	11111--	:30	5	\$1,000.00	P-3	0.00	NM	5	\$5,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>							
Week:		10/23/12	10/29/12	11111--	5		\$1,000.00	0.00							
N 7	WXYZ	10/23/12	10/29/12	M-F 4-5pm Dr. Oz	CM	4-5pm M-F	11-1---	:30	3	\$1,400.00	FX	0.00	NM	3	\$4,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>							
Week:		10/23/12	10/29/12	11-1---	3		\$1,400.00	0.00							
N 8	WXYZ	10/23/12	10/29/12	Access M-F 730-8pm M-F 730-8pm	CM	730-8pm M-F	11-1---	:30	3	\$3,000.00	FX	0.00	NM	3	\$9,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>							
Week:		10/23/12	10/29/12	11-1---	3		\$3,000.00	0.00							
N 9	WXYZ	10/27/12	10/27/12	SA 1230a-130a SA 1230a-130a	CM	1230am-130am	-----S-	:30	1	\$250.00	P-2	0.00	NM	1	\$250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>							
Week:		10/23/12	10/29/12	-----S-	1		\$250.00	0.00							
N 10	WXYZ	10/27/12	10/27/12	SA 130a-230a SA 130a-230a	CM	130am-230am	-----S-	:30	1	\$175.00	P-3	0.00	NM	1	\$175.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>							
Week:		10/23/12	10/29/12	-----S-	1		\$175.00	0.00							
Totals														29	\$31,925.00